



NEWS RELEASE

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Optima Health Launches New Rewards Program for Individuals and Families

Overview:

- Get rewarded for being proactive about your health
- Earn up to \$275* including a *free* Fitbit® and cash rewards

Virginia Beach, VA – November 17, 2014 – Optima Health introduces OptimaFit_{SM} Individual and Family health plans, which combine quality health insurance with an exciting new rewards program. Unlike other rewards programs that offer prizes, OptimaFit rewards members with something they can actually use, cash rewards. OptimaFit plan members can earn up to \$275* a year including a *free* Fitbit® and cash rewards just for being active.

For more than 30 years, Optima Health has been on a mission to improve health every day. Optima Health offers programs to support members with chronic illnesses, integrated clinical and behavioral health care services as well as customized wellness programs. The success of these programs hinges on member engagement and the OptimaFit rewards program engages members by offering financial incentives for being proactive about health.

Participating in the OptimaFit program rewards members not only financially, but also with better health. Being active is essential to overall health and wellness, but many individuals have no idea how much they move over a 24-hour period. Optima Health is excited to offer a *free* Fitbit® wearable fitness device so that members can track their daily activity. Having easy access to this information motivates individuals to get moving and make changes to work towards better health.

Stuart Poole, Business Development – Fitbit Wellness, said, “Fitbit designs products and experiences that track everyday health and fitness, empowering and inspiring people to lead healthier, more active lives. As the leader in the fast-growing Connected Health & Fitness category, we’re proud to work with Optima Health to offer Fitbit’s world-class technologies and services to Optima Health members.”

John DeGruttola, Senior Vice President of Marketing and Sales – Optima Health, said, “Optima Health is investing in our member’s health with financial incentives that encourage them to be proactive about their health. Our rewards program is unique among health insurance carriers in Virginia and we believe



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that our current and prospective OptimaFit members will be pleased with our Individual and Family plan health insurance offerings for 2015.”

It is easy to participate in the OptimaFit rewards program and earn rewards. By enrolling in an OptimaFit Individual and Family health plan, members are on their way to earning rewards. Members do not have to be in peak physical condition to earn rewards; they just have to set goals around their individual activity level and be proactive about their health. Members can earn rewards for daily activities like walking the dog, mowing the grass or bypassing the elevator and taking the stairs.

OptimaFit primary members and their enrolled spouse, 21 years of age or older, are eligible to participate in the OptimaFit rewards program. All OptimaFit Individual and Family health plans, including those purchased on the Health Insurance Marketplace, include the new OptimaFit rewards program. Open Enrollment ends February 15, 2015 and coverage begins as early as January 1, 2015. To learn more about the OptimaFit rewards program, and to enroll in an OptimaFit health plan, please visit www.optimahealth.com/individual.

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About Optima Health

Optima Health, based in Virginia Beach, Virginia, provides health insurance coverage to more than 452,000 members. With 30 years of experience in the health insurance arena, Optima Health offers a full suite of commercial products including consumer-directed, employee-owned and employer-sponsored plans, individual health plans, employee assistance programs and plans serving Medicare and Medicaid enrollees. Our provider network features 20,000 providers including specialists, primary care physicians, and hospitals. Optima Health offers programs to support members with chronic illnesses, customized wellness programs, and integrated clinical and behavioral health services as well as pharmacy management – all to help our members improve their health. Our goal is to provide better health, to be easy to use and offer services that are a great value. To learn more about Optima Health, please visit www.optimahealth.com.

Disclaimer

Optima Health is the trade name of Optima Health Plan. Optima Health Insurance Company, Optima Health Group, Inc. and Sentara Health Plans, Inc. Optima Vantage HMO plans are underwritten by Optima Health Plan. Optima Preferred Provider Organization (PPO) products are underwritten by Optima Health Insurance Company. All Optima Health plans have benefit exclusions and limitations and terms under which the policy may be continued in force or discontinued. Rewards programs are administered by Sentara Health Plans, Inc. and are not covered benefits under any Optima Health plan. For complete details about the rewards program please visit optimahealth.com. For costs and complete details of coverage, please call your broker or Optima Health at 1-866-262-1306 or visit optimahealth.com. Cash cards can be used for everyday purchases but are not redeemable for cash. Fitbit is the licensed trademark of Fitbit, Inc.

*Maximum benefit = \$275 per individual member or \$550 per primary subscriber and spouse ages 21 and older.